

November 2011

## Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn, with air care products outside of the freshener market becoming increasingly competitive, and widespread negative perceptions among consumers about the product category. This report provides marketers ...

## Architects (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## Attitudes towards Advertising - Ireland

The advertising industry is being heavily impacted by technological developments; whilst television remains the most popular advertising medium (with over seven in ten consumers identifying TV as the advertising medium they pay most attention to), online media players and time-shifted viewing via personal video recorders (PVRs) are stealing market share.

## Beer: The Consumer - US

Beer grew its consumer base during 2006-11, largely from the natural growth in the population of adults aged 21+. More importantly, the incidence of drinking beer remained stable during the recession. Craft beer emerged as a winner in terms of growing penetration, but has also remained a mystery to many ...

## Bread and Baked Goods - Europe

Volume sales of bakery products have been declining since 2008, while sales remained positive in France, Spain and Italy. Overall, the impact of the recession and the gloomy economic outlook on the review market has remained marginal, as sales are declining in the most mature markets, mainly due to other ...

## Alcohol Retailing - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...

## Attitudes to Traditional Advertising - US

There has been a seismic shift in consumer attitudes toward traditional advertising and in the way that marketers spend money on traditional ads. The growth of the internet as a substitute/supplement to TV and widespread DVR use has resulted in a viewer that is often distracted and able to ...

## Backpacker Trails in Asia Pacific - Asia

Thirty-five years ago, two British adventurers, Tony and Maureen Wheeler, published a cheap-and-cheerful guidebook based on their travels, called *Across Asia on the Cheap*. It proved so successful that two years later their second title, *South-East Asia on a shoestring*, became – and remains – a standard text for budget ...

## Bread - US

With 2011 total U.S. sales of \$21.6 billion, the bread market is clearly an important source of revenue for manufacturers and retailers alike. However, given the maturity of this market combined with the near universal usage of bread, manufacturers are challenged to develop new usage occasions among existing ...

## Consumer Attitudes towards Green and Ethical Finance - UK

“The most committed consumers just don't trust most financial services firms to behave ethically, and the more interest they take in ethical issues, the greater the level of mistrust is. Of more than a dozen mainstream



financial services brands, there were only two that were, on balance, more trusted than ...

## Consumer Attitudes Towards Luxury Brands - UK

“Within the dynamic clothing category, the worlds of high-end fashion and fast fashion have never been so intertwined, with the boundaries separating them becoming increasingly hazy. Consumers are broadening their retail scope, and mixing top-end designer pieces with mid-market and value garments. A flurry of designer and high street collaborations ...

## Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

## Cooking Sauces, Pasta Sauces and Stocks - Europe

Cooking sauces currently walk a tightrope between improving quality and improving convenience. They are still regarded by many with scepticism, with regards to their naturalness and freshness, and so added product quality should present a clear opportunity. Families are also key consumers and so healthy sauces should perform well. However ...

## Cooking Sauces, Pasta Sauces and Stocks - UK

“Consumers with children are more likely than average to have eaten all types of ethnic cooking sauces and the market therefore has a unique opportunity to engage younger consumers from an early age, broadening their repertoire and building loyalty for the future.”

## Creditor Insurance - UK

“The PPI market is facing very trying times as consumers have been bombarded with negative press regarding the mis-selling scandal. This has been a contributing factor in many feeling that the product is inherently flawed. However, PPI has a role to play in protecting credit and loan arrangements and with ...

## Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

## DIY Auto Maintenance - US

This report explores the do it yourself automotive maintenance market in the U.S.

## Electrical Wholesalers (Industrial Report) - UK

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## European Retail Briefing - Europe

European Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities,

## Family/Midscale Restaurants - US

Family restaurants are typically identified as breakfast destinations. Therefore, it’s no surprise that Mintel’s exclusive consumer research identifies breakfast as the



executive changes and property developments. Additionally each month, European Retail Briefing focuses on a key issue or specific European retail sector. The month's retail news is ...

## Food Retailing - Europe

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

## Food Retailing - Germany

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## Food Retailing - Spain

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## Football Business - UK

“Much of English football’s recent commercial growth has been fuelled by the globalisation of interest in the FA Premier League, but its stadium product remains the platform on which brands can engage with fans when they are at their most passionate.

## Fruit Juice and Juice Drinks - UK

“The ‘convenient health’ positioning is currently a strong place to be strategically and the pure juice market should take greater advantage of it. This means

market’s sweet spot in terms of usage (55%), compared to 40% for lunch and 43% for dinner.

## Food Retailing - France

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## Food Retailing - Italy

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## Food Retailing - UK

“These are tough times for the food retailers. For the first time trading down is becoming a big issue, thanks to their own success in building premium ranges in the good times.

## Fruit Juice and Juice Drinks - Europe

Consumers in the Big 5 European countries drank 7.4 billion litres of juice in 2010, spending around €8 billion. The markets enjoyed some stability following declining volumes in the previous two years. Demand for value added, chilled and premium NFC juices is growing again; although the markets remained affected ...

## Gastro-intestinal Remedies - Europe

widening its usage beyond being drunk at home or over breakfast to for example: the workplace; on-the-go occasions (ie the morning commute); adult lunchboxes; healthy ...

## Hair Colourants and Styling Products - UK

“Innovation in the form of foam formats bolstered the colourants category in 2010 and underscored the importance of the new and pioneering products to buoy interest in the beauty market. To boost the somewhat flagging styling category, brands could perhaps look at adding treatment benefits – such as dandruff control ...

## Hotel Accommodations - US

The hotel industry, including hotels and motels, casino hotels and bed and breakfast inns, has had a tough go of it in the troubled economy, as both leisure and business travel waned. Sales were flat in 2008, followed by an 11.8% drop in 2009. Subsequent growth is evident, but ...

## In-store Catering - UK

“One of the key challenges for the in-store catering market is the general lack of engagement with consumers. As it is often just seen as a refuelling option, and not an experience, it has been particularly vulnerable to downturn in consumer spending.”

## Laundry Habits - UK

“Laundry patterns are gradually changing, with more men under the age of 55 sharing the responsibilities and consumers responding to the manufacturer push to run more wash loads on lower temperatures and shorter cycles to save energy. A strong desire for clothes that always smell fresh also suggests a need ...

## Marketing to Hispanic Parents - US

With swelling growth in both raw numbers and buying power, Hispanics have become a key focus for U.S. marketers in virtually all industries. More than 50

The gastro-intestinal (GI) remedies market in the big five European countries combined, ie GB, France, Spain, Italy and Germany, was valued at €1.9 billion in 2010.

## Home Hair Color and Permanent Products - US

The U.S. home hair coloring and permanent products market received a big boost from the sagging economy, as a number of hair coloring users shifted from costly salon services to more accessibly-priced home hair coloring. Moreover, application innovations such as foam formulations, as well as spray and stick formats ...

## Hotels - UK

“London 2012 can be seen as an opportunity for hoteliers to promote ‘brand Britain’ and to encourage repeat business. The challenge for London hoteliers is to maximise the opportunity in terms of room rates and ancillary spend without pricing themselves out of the market. Outside London, there is an opportunity ...

## Inbound Tourism - UK

“The aviation sector’s forthcoming inclusion in the Emissions Trading Scheme (EU-ETS) presents a further opportunity for train operating companies. Mintel’s exclusive consumer research consistently shows that while people often feel concern over the environmental issues around travelling, they are unwilling to pay some sort of charge as a result. So ...

## Marketing Health to Women - US

Overall, women demonstrate a high level of interest in health—including products like online tools to manage health, vitamins and supplements, and fresh foods. Subgroups, such as moms and Baby Boomers, have an increased health interest and are prime target demographics for health products. Over the next five years, the population ...

## Marketing To Renters - UK

“While still in the minority, accounting for 12.6 million adults, renters felt the aftermath of the credit crunch deeply, with over three quarters admitting that renting is their best option because they can’t afford to buy a

million Hispanics are living in the U.S. today, and by 2015 the Hispanic audience is projected to grow to close to 59 ...

## Marketing to the Mass Affluent - US

The effects of the economy on the mass affluent have been both psychological and behavioral. Certainly the prolonged recession and high unemployment rates have made many people pessimistic about the future of the economy, and the mass affluent are no different. The state of the economy has mass affluent investors—like ...

## Multi-channel Retailing - UK

“No sooner have retailers implemented strategies to integrate online into their store-based businesses than new technology has shifted the goalposts as mobile digital devices are now creating new opportunities for ‘fast shopping’ – shopping on the move and social media generated shopping – which requires retailers to devise and create ...

## Ovens and Microwaves - UK

“Consumers have a wider choice than ever before of cookers. Modular built-in separates have been developed which allow consumers to select the appliances and functionality they want and create a ‘bank’ of appliances. Features such as built-in microwaves that match the other ovens, ‘domino’ hobs which can be mixed and ...

## Premium Credit Cards - US

Prospects for premium credit cards look more positive than they have in many years. The surge in borrower defaults has dropped sharply, increasing issuer profitability. New government limits on debit card swipe fees make credit cards much more attractive for consumers to use. As a result, competition in the market ...

## Quantity Surveyors (Industrial Report) - UK

place of their own. The inability to get on the property ladder ...

## Mechanical and Electrical Contracting (Industrial Report) - UK

Industrial market reports from MBD industrial (a recognised authority in these markets) have added a new dimension to the breadth of research offered by Mintel. These industrial titles complement Mintel's existing consumer range, covering sectors such as building and engineering, and now featuring new business and professional/office sectors ...

## Natural and Organic Food and Beverage: The Consumer - US

The \$18.9 billion natural and organic food and beverage (NOFB) market, which has shown strong growth through the economic downturn, offers great opportunities for producers and marketers who understand what the consumer wants from NOFB.

## Pasta Sauces - US

Despite a struggling economy, the pasta sauces category has continued to grow virtually every year since 2006. This report examines factors behind this growth and future opportunities for pasta sauce manufacturers, including:

## Private Label Food - US

While private label food sales and market share continue to rise, the pace of growth has slowed considerably since 2008 when a one-two punch of spiking inflation and deepening recession drove many consumers to less expensive store brands. Looking ahead, factors such as a weak economic recovery, shaky consumer confidence ...

## Russia Outbound - Russia

Russia is undergoing rapid changes – structurally, socially, economically and politically. Having diverged

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## Savings and Investments - Intermediary Focus - UK

“The next 12 months are set to be very challenging for intermediaries, as firms make their final preparations for the RDR and strive to make a profit in a tumultuous investment climate. IFAs will need to adjust both their service propositions and charging models to succeed under the new regime ...

## Short Breaks - Ireland

The drive for value for money has had an impact on the way that Irish consumers take holidays. No longer can the average consumer afford to take multiple short breaks each year; an increasing proportion of Irish consumers now tend to take one longer trip abroad, whilst short breaks taken ...

## Social Network Gaming - US

Based on Mintel's consumer research about one in five adults played online games in the 30 days prior to their interviews in 2011, and according to Nielsen, an estimated 10% of time spent online is devoted to playing games—proof that online gaming is a source of entertainment for many adults ...

## Sugar and Gum Confectionery - UK

“Reducing sugar content as both a cost-saving measure and to align with consumer interest for healthier sweets may be the best route to keeping sugar confectionery at a manageable price for both manufacturers and users.”

## Teen Lifestyles - UK

from its socialist roots, it has readily embraced capitalism, and living standards for the majority of its citizens have improved significantly in the last 20 years. Gross domestic product (GDP) per capita now stands at US\$9 ...

## Shopping for Plus Size Teens and Women's Clothing - US

Due to the staggering levels of overweight and obese Americans, there is a significant amount of the population requiring sizes larger than what is typically considered standard. As a result, there is strong demand for plus size clothing. However, it is still considered a niche market in the U.S ...

## Social Dynamics of 18-24-year-olds - US

In many ways the social dynamics of 18-24 year-olds represents the future for marketers. As brands rely more on social media and other online and mobile communication platforms to reach current and potential customers, they increasingly enter the social worlds of young adults who have come to rely on the ...

## Sports and Energy Drinks - Europe

Overall European sales of sports and energy drinks have continued to grow in spite of the economic recession, with consumers looking for alternative soft drinks and trying to cope with today's fast-paced lifestyles. The UK is the number-one market for energy drinks, supported by the highest penetration rate (31%) and ...

## Suncare - Europe

With the UK market an exception, European sun care sales were somewhat sluggish in 2010, although increased consumer awareness regarding the damaging effects of sun exposure is a major positive market driver. The launch of value-added products combining cosmetic and protective benefits has also been a supportive factor. France remains ...

## Teens' and Tweens' Technology Usage - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

## Tenpin Bowling - UK

“The prospect that the further falls in consumer confidence and corporate trade which seem likely to result from the financial crisis afflicting the eurozone could cause another operator to go under cannot be ruled out.”

## Travel and Tourism - Cuba

There are few countries around the world that have as distinct an image as Cuba. The mosaic of dynamic historical events, rich cultural mixes and diverse tourism assets shapes the image of a country, which attracts curious and adventurous travellers from around the world. As a result of the US ...

## Travel and Tourism - Jamaica

Jamaica welcomed 1.9 million visitors in 2010, appearing to weather the global recession and a widely reported violent battle between security forces and a drug don in May of the same year that left scores dead in Kingston. The images of street battles in Kingston and the initial reluctance ...

## Travel and Tourism - Venezuela

South America’s tourism industry as a whole has profited from the region’s strong economic performance in recent years, led by the demand in commodities from emerging countries such as China. The continent recovered fairly quickly from the global recession of 2008-09 and there has since been a boom in inter-regional ...

## Video Games - UK

“Publishers are developing ways in which to potentially increase acceptance of the play pass model (for example

“Dual screening is becoming second nature for today’s youths, whether it is using the computer or the mobile phone at the same time that they are watching television programmes. To maximise the effectiveness of advertising campaigns targeted at the younger audience, marketers need to ensure multi-channel advertising is well-executed, from ...

## Travel and Tourism - Bolivia

Officially known as the Plurinational State of Bolivia, this landlocked country is located in central South America. Double the size of France, it is bordered by Chile and Peru to the west, Brazil to the north and east and Argentina and Paraguay to the south. It is one of the ...

## Travel and Tourism - Ecuador

The Galápagos Islands are a destination internationally recognised for their wildlife and links with Charles Darwin, and consequently are on the ‘must-see’ list of most tourists interested in nature. Ecuador’s mainland tourism product, however, while being strong and quite capable of competing with many of its neighbours, derives a considerable ...

## Travel and Tourism - Falkland Islands (Malvinas)

As a tourism destination, the Falkland Islands almost defies any logic. It is around 8,000 miles from the UK, its main source market for tourists. It is therefore expensive and time-consuming to reach, and it would appear to have a very niche appeal, offering excellent opportunities for birdwatchers and ...

## UK Retail Briefing - UK

UK Retail Briefing is a monthly briefing providing news and analysis that includes company results, store openings, cross-border moves, M & A activities, executive changes and property developments. Additionally each month, UK Retail Briefing focuses on a key issue or specific UK retail sector. The month’s retail news is then analysed sector by ...



through the inclusion of a multiplayer aspect), but consumers will inevitably expect the initial cost of second-hand games to fall to allow for the subsequent expected outlay. So while publishers' revenues may receive ...